

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Carrier Vibrating Equipment

Kentucky Manufacturing Assistance Center

Kentucky MEP Helps Carrier Shake Down Expansion Options

Client Profile:

Carrier Vibrating Equipment specializes in the manufacture of vibrating conveyors, feeders, screeners, fluid bed dryers, fluid bed coolers, Tornesh dryers, flash dryers, media slurry dryers, and vibrating spiral elevators with features incorporated to screen, separate, dry, cool, blend, and perform various other processing functions. From its headquarters and primary manufacturing facility in Louisville, Kentucky, Carrier develops custom-engineered processing equipment to meet the needs of a broad range of industries, including chemicals, synthetics, foundry, glass, food, dairy, pharmaceuticals, explosives, wood, coal, metals, scrap, and recycling. The company currently employs 110 people.

Situation:

Carrier Vibrating senior management was interested in exploring market segments for possible expansion. Already armed with their own knowledge and experience as to where their particular products could have a financially-beneficial impact, Carrier reduced their interest to the specific industry segments: Food (dairy, cereal); Ag. Chemical/Fertilizer; Pet Food; Coal; Clay/Minerals/Limestone; Catalysts (Petro-Chemical Cracking Process). Carrier's challenge was to obtain outside professional services in helping to determine the financial viability of expansion into these target markets. Having knowledge of and experience with the Kentucky Manufacturing Assistance Center (KMAC), a NIST MEP network affiliate, the company met with KMAC's Tim Stites to explore a MEP solution.

Solution:

KMAC, in conjunction with its external industry/market research partner, conducted a market segment survey using a combination of tasks, including: (1) compiling current market characteristics and outlook information on each of the identified segments, including U.S. and global market forecasts; (1) collecting information on vibratory and non-vibratory fluidized bed competitors in each of the segments, and; (3) interviewing at least one recognized expert in each of the market segments who understands fluid bed and possibly conveyance issues. The interviews were based on open-ended questions developed with input from Carrier and covered such issues as changes in demand, change drivers and opportunities. A final comprehensive written report was supplied to Carrier.

Results:

- * Improved understanding of customers, markets, and competitors.
- * Increased entry into new or better markets.
- * Improved business and strategic planning.
- * Improved profit margin/Increased revenue or cash flow.
- * Increased sales of \$250,000.

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- * Retained sales of \$250,000.
- * Retained 4 jobs.
- * Saved general costs of \$50,000.
- * Avoided unnecessary investment of \$50,000.

Testimonial:

"KMAC has helped Carrier achieve a more competitive position, a primary objective of any company in today's marketplace. I'm very satisfied with both the final deliverables and KMAC's professionalism. I would definitely use KMAC's services and expertise in the future."

Stephen T. Baker, Sales Manager